MEMO

TO: Karen Miller
Philip Morris

DATE: March 23, 1992

FROM: Bette Levine

CC:

RE: Cost Revision: Sub-Generic
Menthol Qualitative Research

Karen, by changing, from simultaneous in-depths to triads, we will recognize a $500 savings in facility room rental (Detroit only; Chicago turned work away and will charge us for the rent as booked).

For similar reasons (cancelled too late to refill dates) we cannot ask Maitlon to substantively reduce his fee. However, we will realize a $400 savings.

Net, net, we will save $900. We will reflect this in final billing.

Keep with Marketing Perceptions Contract re menthol

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MARKETING PERCEPTIONS, INC.

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Source: https://www.industrydocuments.ucsf.edu/docs/yxmj0004